

## BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1715

ISSUE DATE: October 17, 2014

**TITLE: Maryland's Tobacco Quitline – Network TV Station Sponsorship –  
Maryland Capital Region**

**PLEASE READ THE ENTIRE SOLICITATION  
BEFORE SUBMITTING YOUR PROPOSAL**

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**THIS SOLICITATION SHALL BE MADE IN ACCORDANCE WITH THE SMALL  
PROCUREMENT REGULATIONS DESCRIBED IN COMAR 21.05.07**

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This solicitation has been designated as a Small Business Reserve (SBR); only registered SBRs may respond. Please apply at <http://emaryland.buyspeed.com/bsr> to begin the process, and then follow the prompts to see if your business qualifies. For assistance in the SBR registration process, please call 410-767-1492. If you qualify, please put your SBR number on the Financial Proposal Form.

### **Summary Statement**

The Center for Tobacco Prevention and Control (hereafter referred to as CTPC) within the Maryland Department of Health and Mental Hygiene (DHMH) is soliciting Network TV station ad placement for four (4) weeks to promote the Maryland Tobacco Quitline – 1-800-QUIT NOW (1-800-784-8669) in the Maryland Capital Region. CTPC would like to promote the Quitline service on **network** television stations by airing existing ads of real Marylanders, Renee, Jeffery, Sheilah, and Robin, who have already quit smoking using the Maryland Tobacco Quitline. Ads can be seen at [www.smokingstopshere.com](http://www.smokingstopshere.com).

A single contract will be awarded to the Offeror that best meets the needs of the evaluation criteria. The anticipated term of the contract resulting from this solicitation will begin on or about November 15, 2014 and run through March 28, 2015.

Funds for this promotion are available through a cooperative agreement between DHMH and Centers for Disease Control and Prevention (CDC) Prevention and are contingent upon continued federal support for this promotion. *Funds may not be used to finance tobacco use cessation (counseling or products) or to finance lobbying for legislation.* **Proposals must equal \$25,000.**

### **Background**

CTPC has successfully managed the Maryland Tobacco Quitline (QL), 1-800-QUIT-NOW since it launched in 2006. The Quitline provides FREE evidence-based telephone counseling to

Marylanders 13 years and older to help them quit tobacco. Services are available 24/7, in English, Spanish, and other languages. Special services are available for pregnant tobacco users and youth. Residents 18 years and older can receive a free supply of Nicotine Replacement Therapy, web, and text support. Learn more at [www.smokingstopshere.com](http://www.smokingstopshere.com).

Mass media constitutes a powerful tool through which messages on health promoting habits and lifestyles may be presented. Television remains a popular media outlet that can reach a large number of people within a geographic region. TV media tends to be extremely effective in motivating residents to call the Quitline. TV media in the Metropolitan areas tends to be extremely effective in motivating a majority of residents in this region to call the Quitline especially during New Year's when resolutions are high and are looking for resources.

### **Scope of Work**

The selected Offeror shall:

- A. Provide a work plan outlining the sponsorship opportunity that includes a specific timeline of re-tagging and placement of the ads. CTPC will provide the Quitline and required DHMH logo and other mandatory tags or disclaimers as needed to be placed on ads.
- B. Re-tag and format ads: Renee (:60), Jeffery (:30), Sheilah (:30), and Robin (:15) for TV quality broadcast. Vendor must be able to deliver a draft of ad(s) within five days of contract award to allow for review, edits, and approval by the CTPC.
- C. Provide a schedule including **network** station(s), days, and times of where and when the spot would air on the network, focusing on times of high viewership. Provide rationale for station(s) and schedule selected.
- D. Air promotional ad(s) and/or other proposed media.
- E. Provide a report of when media actually occurred due within five days of final ad airtime.
- F. Provide a summary report at the conclusion of the sponsorship highlighting sponsorship details.
- G. All cost associated for re-tagging and placing spots shall be included in financial proposal.
- H. Provide at least one value added component (community event, news story, etc.) in which the Quitline can be promoted.

### **Ownership and Rights of Materials**

Work produced as a result of this solicitation is and shall remain the sole property of the Department. The selected Offeror agrees that, at all times during the term of this contract and thereafter, the works created and services performed shall be "works made for hire" as that term is interpreted under the federal copyright law. **All materials developed will remain the property of the State of Maryland. All design and production related fees must be included in the final bid price.**

Final products must be available for the perpetual use of the Department for future campaigns at no additional cost. If talent is used, all talent fees and other related costs must be bought out for the indefinite use by the Department. Signed contracts and proof of talent buy-out must be provided to the Department to keep on file. If stock photo and/or artwork are purchased, proof of

buy-out must be provided to the Department to keep on file. The selected Offeror shall provide all material files in a variety of electronic formats as deemed necessary by the Department.

### **Mandatory Requirements**

This solicitation has been designated as a Small Business Reserve (SBR). You must be registered as an SBR in order to submit a proposal. Failure to supply your SBR number on the Bid Form will deem you as non-responsive.

### **Proposal Format**

The Offeror shall submit a sealed Technical Proposal that must be no smaller than 12-point font, double-spaced, with one-inch margins. Technical Proposals shall be no longer than six (6) pages (this excludes any attachments regarding organizational capabilities).

The Offeror shall also submit a sealed Financial Proposal that includes the completed form provided on Page 6 and a separate budget narrative.

### **Technical proposals shall include:**

- A. Background Information:
  1. Organization Name
  2. Name, address, telephone number, e-mail address, fax number, and position/title of the individual who will serve as the primary contact for this contract.
  3. The Offeror's Small Business Reserve Number and Federal ID Number.
- B. The Offeror's experience with television media buys in the targeted region.
- C. The Offeror shall submit a work plan that includes a timeline for re-tagging and placement of TV PSAs. The work plan shall also include the number and length of all of the ads the offeror will use and re-tag.
- D. The Offeror shall submit a media schedule that reflects at what times the ads shall be aired and on what station(s) for the four (4) week period of December 15, 2014 through January 12, 2015.
- E. The Offeror shall provide the viewer profile of station(s) selected (including the counties where the spots will air) and provide rationale for the particular station(s) and schedules as to how they will capture the Department's target audience.
- F. The Offeror shall identify the total number of ads that shall be aired during the four week period.
- G. The Offeror shall describe promotional added value (i.e. community event, news story, etc., as well as additional spots, if applicable) and include the actual dollar amounts that will be offered to the State.

- H. Offerors shall disclose all conflicts of interest (obvious and non-obvious), if any, and describe in detail how the conflicts of interest will be ameliorated. If the Offeror is receiving other funding for tobacco control efforts, please describe how this funding is being used and the source of the funding.

**Financial Proposals shall include:**

A completed Financial Proposal Form and provide a separate budget narrative.

**Award**

An award will be made on the basis of the most advantageous offer to the State of Maryland considering price *and* the evaluation criteria found in this solicitation.

**Evaluation Criteria of Proposal**

The State will evaluate proposals based on the following evaluation criteria. These are listed in descending order of importance.

**Technical Proposal:**

- A. How experienced is the Offeror in providing media buys in the region?
- B. Does the Offeror's proposal provide a work plan that includes a realistic timeline for re-tagging and placement of the TV ads?
- C. Does the Offeror's proposal provide a work plan that includes the number and length of all ads the Offeror shall air and retag?
- D. Does the Offeror's proposal provide a clear schedule and rationale of when the ads shall run, provide a clear audience profile that identifies the station(s) selected, and are the proposed times sufficient to reach the Department's target audiences?
- E. Does the Offeror's proposal provide number of ads that will maximize State resources?
- F. How strong is the Offeror's value-added component?
- G. Does the Offeror have any conflicts of interest?

**Financial Proposal:**

Rate the budgeted costs in relation to the parameters stated within the solicitation.

**Contract Term**

The term of this contract shall be on or about November 15, 2014 through March 28, 2015.

**Billing**

Payment will be made by CTPC upon receipt of acceptable deliverables and invoices from the contractor. The selected Offeror shall bill the Department 50% upon receipt of the contract. The remaining 50% will be billed upon satisfactory completion of project deliverables and receipt of a final itemized invoice and summary report from the selected vendor. **Invoices must be on company letterhead and include vendor's name, address, date, line item breakdown, Tax ID #, contract number, Blanket Purchase Order (BPO) number, and signature in order to be processed.**

**PROPOSAL SUBMISSION INFORMATION**

Interested parties must submit one (1) original and three (3) copies of their Technical Proposal in an envelope marked "Technical Proposal" and one (1) original and three (3) copies of their

Financial Proposal Form and budget narrative in an envelope marked “Financial Proposal.” Offerors must then place both their sealed Financial Proposal envelope and sealed Technical Proposal envelope into a single submission envelope with the Procurement Officer information and the Procurement ID clearly marked.

### **SUBMISSION DEADLINE**

Proposals must be mailed or hand-delivered and must be received by the **Procurement Officer NO LATER than 10:00 a.m. on October 24, 2014** in order to be considered. Submission envelope must show the Procurement ID number.

Offerors who hand-deliver proposals are requested to please ask the building’s security desk for a visiting pass and go to the Third (3<sup>rd</sup>) Floor, Room 306 and ask for Chuck Bailey. \*NOTE: When dropping off the proposal, please obtain a receipt.

Offerors that have a courier deliver proposals are requested to please ask the building’s security desk to telephone the PROCUREMENT OFFICER (Chuck Bailey, 410-767-5601). \*NOTE: When dropping off the proposal, please obtain a receipt.

Offerors who mail proposals should allow sufficient mail transit time to ensure timely receipt by the PROCUREMENT OFFICER. Proposals and/or unsolicited amendments to proposals arriving after the closing hour and date noted above will not be considered. For any response that is not hand-delivered, the offers must confirm, at least 60 minutes before the deadline, that the proposals were received in PHPA Procurement. **PHPA is not responsible for proposals dropped off in the mailroom.** Questions regarding this solicitation should be directed (By e-mail only, no phone call will be accepted) to the PROCUREMENT OFFICER.

### **NO FAX OR EMAIL PROPOSALS WILL BE ACCEPTED.**

#### **PROCUREMENT OFFICER:**

Chuck Bailey  
Prevention and Health Promotion  
Administration  
Department of Health and Mental Hygiene  
201 W. Preston St.  
Baltimore, MD 21201  
Phone: 410-767-5601  
Email: [chuck.bailey@maryland.gov](mailto:chuck.bailey@maryland.gov)

#### **ISSUING OFFICE:**

Center for Tobacco Prevention and Control  
(Attn: Sara Wolfe)  
201 West Preston Street  
Baltimore, MD 21201  
Phone: 410-767-1364

**MINORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED  
TO RESPOND TO THIS SOLICITATION**

**Financial Proposal Form**

**PROCUREMENT ID NUMBER: PHPA-S1715**

**ISSUE DATE: October 17, 2014**

**TITLE: Maryland's Tobacco Quitline – Network TV Station Sponsorship – Maryland Capital Region**

**A. Offeror Information:**

Vendor Name: \_\_\_\_\_  
Federal Tax ID (FEIN#): \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
Telephone/Email: \_\_\_\_\_  
Fax: \_\_\_\_\_  
SBR Number: \_\_\_\_\_

**B. Total cost of contract must equal \$25,000**

**Signature**

**Date**

*Vendor signature and date certifies that technical and budget submissions are correct and that vendor agrees to perform all services stated in BBN PHPA-S1715.*

**Department of Health and Mental Hygiene Line Item Budget\***

**Budget Period from November 15, 2014 to March 28, 2015**

<b>BUDGET ITEM</b>	<b>PROPOSED DHMH SUPPORT</b>
1. Personnel costs	
2. Consultant and/or subcontractor costs	
3. Other direct costs (please explain)	
Total DIRECT Costs	
Indirect Cost <sup>1</sup>	
<b>TOTAL COST</b>	<b>\$25,000</b>

\* Include Budget Narrative on a separate page.

<sup>1</sup> Indirect cost may not exceed 7% of personnel in item 1.